

PROMO MARKETING



2008 INTEGRATED MEDIA PORTFOLIO

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PROMIO
MARKETING

OUR NICHE

MARKET COVERAGE

Promo Marketing is the leading monthly publication serving the \$18.8 billion promotional products industry. *Promo Marketing* reaches 25,000 distributor sales professionals* and has more than 65,000 readers per month.** *Promo Marketing's* circulation is audited by BPA Worldwide. Within the BPA-audited circulation, 90.4% (22,640) of *Promo Marketing* subscribers have qualified within one year and the remaining 9.5% (2,380) have qualified within two years; 100% of *Promo Marketing* subscriber names include individuals by name and title and/or function.*

CIRCULATION QUALITY

Promo Marketing targets and reaches distributor sales professionals with selling power.

- 97.0% (24,249) are Corporate/General Management and Sales/Marketing titles*
- 43.2% are sales professionals at distributorships with an annual sales volume greater than \$1 million**
- 56.4% are sales professionals at ASI subscriber companies**
- 48.7% are sales professionals at PPAI member companies**
- 16.9% are sales professionals at non-ASI and non-PPAI companies**

EDITORIAL EXCELLENCE

Promo Marketing is written and edited for distributor sales professionals and is dedicated to helping them increase promotional products sales. Supplier products are showcased in a high-impact, easy-to-read format and feature topics are chosen to attract and secure outstanding readership. *Promo Marketing* is the comprehensive source of information containing:

- Product Features
- Market Trends
- Marketing & Sales Strategies
- Important Industry News

READERSHIP†

Among promotional products professionals, *Promo Marketing* is:

- The publication professionals would choose if they could only choose one.
- The most valuable in sourcing new products and sales ideas.
- The most influential in product purchases.

READER RESPONSE

Promo Marketing is the industry's leading magazine for generating qualified reader response. Distributor readers are offered print and online response tools to contact advertisers with interest. Display advertisers receive more qualified sales leads per month with *Promo Marketing* than with any other industry publication. *Promo Marketing's* reader response system offers advertisers quality, value and accountability for their investment.

ADVERTISING GROWTH

Promo Marketing continues to deliver advertising messages from more and more suppliers year after year. Suppliers have made their choice and *Promo Marketing* is the industry's #1 publication. *Promo Marketing* leads the industry in increased ad pages with an increase of 17% - 31 pages more than its closest competitor (Jan. - Jul. 2007 vs. 2006).††



*Source: June 2007 BPA Statement, Promo Marketing

**Source: Publisher's Own Data, July 2007

†Source: Preference Survey of Promotional Products Publications, Research USA, Inc., August 2007

††Source: Inquiry Management System, July 2007

CIRCULATION

MARKET COVERAGE

Promo Marketing reaches the industry's highest quality circulation of distributor sales professionals.

TOTAL QUALIFIED CIRCULATION

25,000*
Distributor Sales Professionals

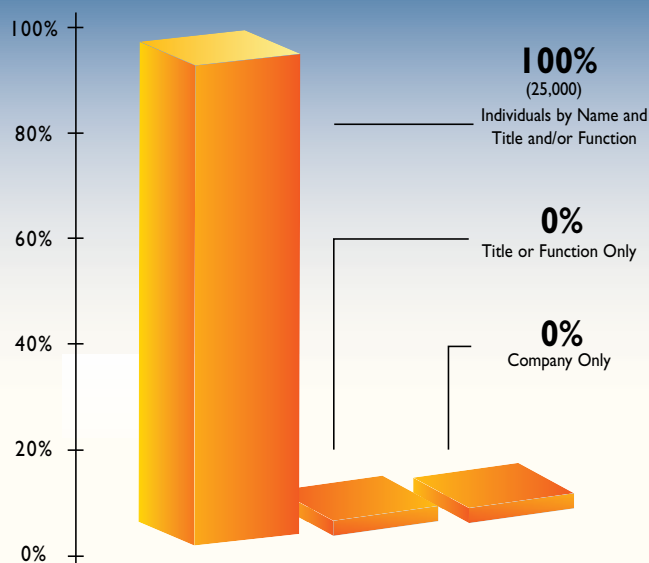
TOTAL DISTRIBUTOR READERS

65,780**
Including Pass-Along Readership

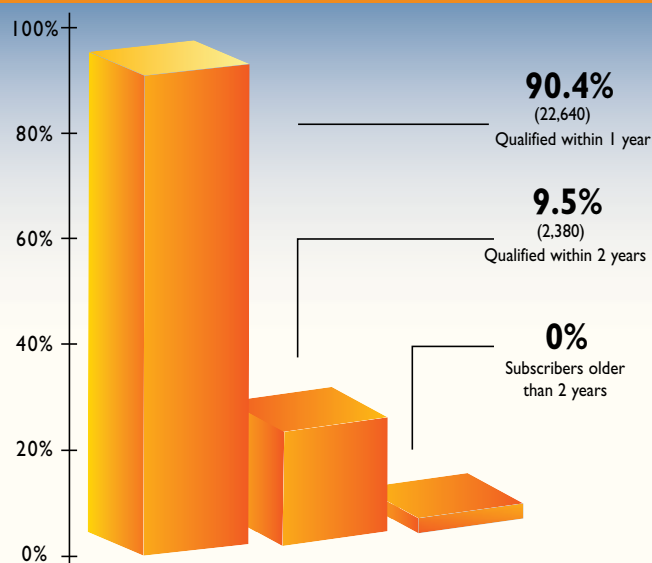
QUALITY CIRCULATION

Promo Marketing initiated a new standard of transparency, accuracy and accountability for advertisers by successfully securing the industry's first BPA Audit.^{††} Subscribers are qualified by name, company, job function and primary business.

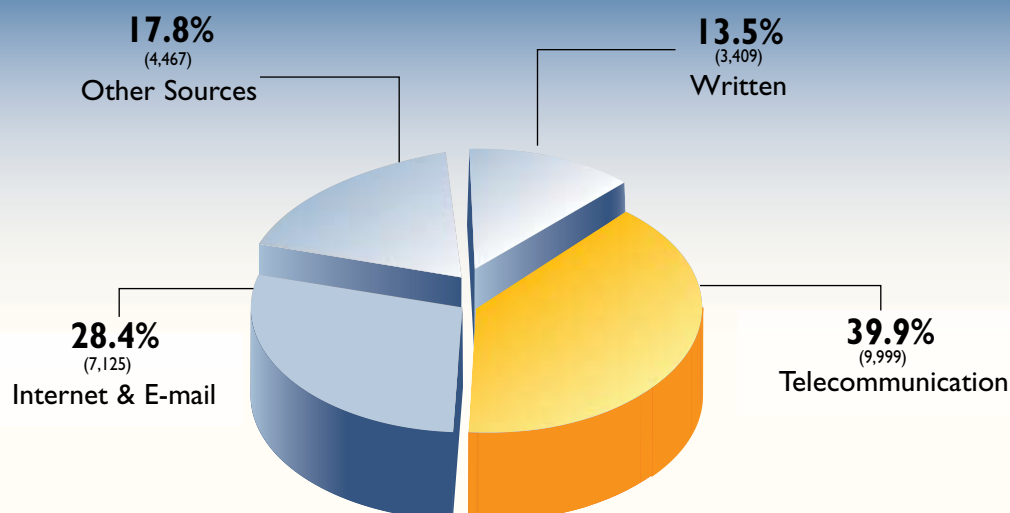
SUBSCRIBER NAME*



NUMBER OF SUBSCRIBERS AND QUALIFICATION PERIOD*



% OF SUBSCRIBERS BY QUALIFICATION*



SELLING POWER

Promo Marketing Subscribers Have More Selling Power

Promo Marketing circulation efforts are focused on reaching distributor sales professionals who sell promotional products. The magazine qualifies distributor subscribers by asking for title, company sales volume, individual sales volume, and more, to ensure that the advertising audience is the highest caliber of promotional products sales professionals.

BY JOB TITLE*



BY DISTRIBUTOR COMPANY ANNUAL SALES VOLUME**



PROMO MARKETING SUBSCRIBERS INCLUDE**

- 10,800 Distributor Sales Professionals at Companies with \$1 million+ Sales Volume
- 14,098 Distributor Sales Professionals at ASI Subscriber Companies
- 12,162 Distributor Sales Professionals at PPAI Member Companies
- 4,225 Distributor Sales Professionals at non-ASI or PPAI Companies

*Source: June 2007 BPA Statement, *Promo Marketing*

**Source: Publishers own data, September 2007

††Includes Advantages, Counselor and PPB

EDITORIAL COVERAGE

PROMO MARKETING IS THE SOURCE OF PRODUCT & MARKETING INFORMATION FOR DISTRIBUTOR SALES PROFESSIONALS

PRODUCT FEATURES

Each issue of *Promo Marketing* includes features on product areas guaranteed to capture reader interest. These product features include insight and examples from leading suppliers about how products are supplied and how best to position them for sale.

MARKET FEATURES

Promo Marketing's 2008 issues include eleven features on hot markets that cut across multiple product lines. These markets include: Fundraising, Health Care, Travel & Hotel Resorts, Government & Unions, Real Estate & Construction, Education, Sports Teams, Meetings & Events, Bar & Restaurants, Pharmaceutical and Insurance & Financial.

SPECIAL FEATURES

Promo Marketing provides features on critical topics at key times throughout the year. These include New Products for 2008 in February, Golf Products in March, Top Distributors in May, Supplier Excellence Awards in July and Holiday Items in August.

MARKETING & SALES STRATEGIES

Each issue of *Promo Marketing* includes a wealth of content, written by industry experts and designed to sharpen the skills of the promotional products sales professional. Topics include case histories, sales strategies, motivational tactics and solutions.

BONUS COVERAGE

The February, August and December issues of *Promo Marketing* provide an opportunity for advertisers to receive bonus editorial coverage. Advertisers receive one product spotlight for the following features:

- February - New Products for 2008
- August - Fall Selling Guide
- December - Supplier Product Preview 2009



PROMO MARKETING STYLE

Products and Strategies for Branded Apparel Sales Professionals

Products and Strategies for Branded Apparel Sales Professionals

APPAREL COVERAGE - IN EVERY ISSUE

Each month *Promo Marketing* STYLE delivers the hottest apparel products and emerging trends to 25,000 Distributor Sales Professionals. *STYLE* includes expert sales and marketing tips and is dedicated to improving distributors' branded apparel sales. *STYLE* is showcased with a custom cover within *Promo Marketing* magazine and each monthly issue includes:

- Apparel Feature
- Product Runway
- STYLE Report
- Tech Talk

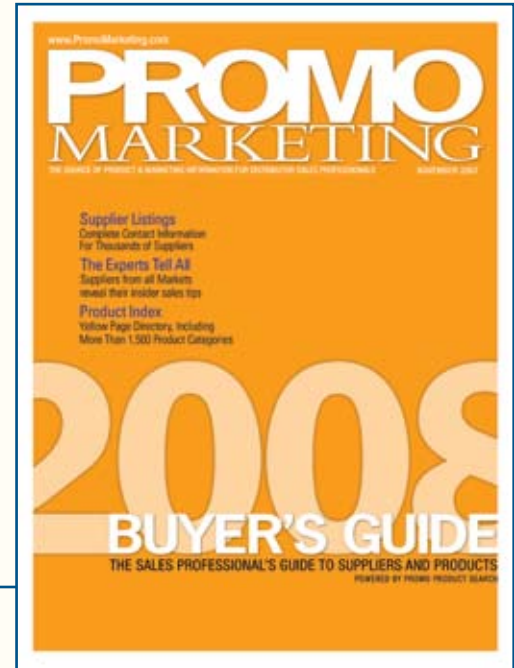


PROMO MARKETING BUYER'S GUIDE 2008

The Industry's Most Widely Read Directory of Suppliers and Products.

REACH 25,000 QUALIFIED DISTRIBUTOR SALES PROFESSIONALS THROUGHOUT THE YEAR WITH THE INDUSTRY'S #1 RESOURCE!

Published annually, the *Promo Marketing* Buyer's Guide is mailed in November to 25,000 distributor sales professionals. Featuring more than 55,000 company listings in over 1,600 product categories, and contact information for more than 2,500 suppliers, the Buyer's Guide is the only printed directory distributor sales professionals use all year long. This comprehensive guide makes it easy for distributors to find your company.



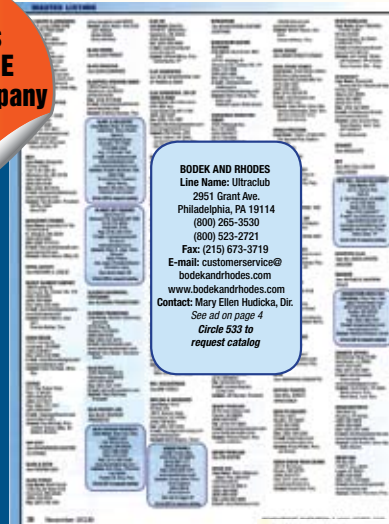
SUPPLIER LISTING

The White Pages for promotional products distributors include full contact information on more than 2,500 industry suppliers.

Every Supplier Listing Includes:

- Company Name
- Line Name
- Mailing Address
- Phone
- UPIC
- Fax
- E-mail
- Web site

All Advertisers Receive FREE Enhanced Company Listings



BUYER'S GUIDE YELLOW PAGES Distributors Call Advertisers First!

Promo Marketing's circulation of 25,000 distributor sales professionals use this complete Yellow Page product index every day to locate new suppliers and products. Presented in a Yellow Page directory format, this product index contains more than 55,000 company listings and 1,600 product categories. Make sure you have an ad under each product category you sell.

3" DISPLAY AD

1" DISPLAY AD



MONTH	FEATURES	APPAREL	MARKET FEATURE
JANUARY Ad Close: 12.7.07 Materials Due: 12.14.07	<ul style="list-style-type: none"> Writing Instruments Umbrellas Political Campaign Products 	<ul style="list-style-type: none"> Feature: Business Casual Spring Line STYLE Report: Denim Product Runway: Workout Gear Tech Talk: Latest Advancements for 2008 	<ul style="list-style-type: none"> Fundraising
FEBRUARY Ad Close: 1.4.08 Materials Due: 1.11.08	<ul style="list-style-type: none"> New Products for 2008 Go Green Health & Wellness 	<ul style="list-style-type: none"> Feature: T-Shirts STYLE Report: Organics Product Runway: Spring Accessories Tech Talk: Cut Trends, Every Shape and Size 	<ul style="list-style-type: none"> Health Care
MARCH Ad Close: 2.1.08 Materials Due: 2.8.08	<ul style="list-style-type: none"> Golf Products Made in the USA Safety Prop 65 	<ul style="list-style-type: none"> Feature: Golf Apparel STYLE Report: Caps & Headwear Product Runway: Towels Tech Talk: High-tech Golfwear 	<ul style="list-style-type: none"> Travel/Hotel Resorts
APRIL Ad Close: 3.7.08 Materials Due: 3.14.08	<ul style="list-style-type: none"> Drinkware Trade Shows & Conventions Technology 	<ul style="list-style-type: none"> Feature: Athletic & Performance Apparel STYLE Report: Private Label Reviews Product Runway: Summer Styles Tech Talk: Performance Fabrics 	<ul style="list-style-type: none"> Government & Unions
MAY Ad Close: 4.4.08 Materials Due: 4.11.08	<ul style="list-style-type: none"> Top Distributors Computer Accessories 	<ul style="list-style-type: none"> Feature: Women's Wear STYLE Report: Urban Wear Product Runway: Urban Bags & Accessories Tech Talk: The New Embellishment 	<ul style="list-style-type: none"> Real Estate/Construction
JUNE Ad Close: 5.2.08 Materials Due: 5.9.08	<ul style="list-style-type: none"> Calendars Bags and Luggage Office Products & Business Accessories 	<ul style="list-style-type: none"> Feature: Collegiate Wear STYLE Report: Fan Apparel Product Runway: Denim Tech Talk: Embroidery & Screen Printing 	<ul style="list-style-type: none"> Education: Schools & Universities
JULY Ad Close: 6.6.08 Materials Due: 6.13.08	<ul style="list-style-type: none"> Top Suppliers Awareness 	<ul style="list-style-type: none"> Feature: Sweatshirts/Fleece STYLE Report: Business Casual Fall Product Runway: Professional Accessories Tech Talk: Print Wars 	<ul style="list-style-type: none"> Sports Teams
AUGUST Ad Close: 7.7.08 Materials Due: 7.14.08	<ul style="list-style-type: none"> Holiday & Seasonal Edible Promotions Fall Selling Guide 	<ul style="list-style-type: none"> Feature: Uniforms STYLE Report: Children's Wear Product Runway: Aprons Tech Talk: Fabric Armor 	<ul style="list-style-type: none"> Meetings & Events
SEPTEMBER Ad Close: 8.1.08 Materials Due: 8.8.08	<ul style="list-style-type: none"> Clocks & Watches Chocolate Games & Toys 	<ul style="list-style-type: none"> Feature: Outerwear/Jackets STYLE Report: Rugged Workgear Product Runway: Caps & Head Wear Tech Talk: Insulation Properties 	<ul style="list-style-type: none"> Bar & Restaurants
OCTOBER Ad Close: 9.5.08 Materials Due: 9.12.08	<ul style="list-style-type: none"> Business Gifts & Awards Badges & Buttons Lanyards 	<ul style="list-style-type: none"> Feature: Smart Clothes STYLE Report: Comfort & Sleep Wear Product Runway: Retro Styling Tech Talk: What's in a Stitch (Where tech meets apparel) 	<ul style="list-style-type: none"> Pharmaceutical
NOVEMBER Ad Close: 10.3.08 Materials Due: 10.10.08	BUYER'S GUIDE 2009 The Most		
DECEMBER Ad Close: 11.7.08 Materials Due: 11.14.08	<ul style="list-style-type: none"> Kitchen & Household Personal Care Supplier Product Preview 2009 	<ul style="list-style-type: none"> 2009 Apparel Preview STYLE Report: Cutting Edge Styles for 2009 Colors Report for 2009 Tech Talk: Alternative Fabrics Market 	<ul style="list-style-type: none"> Insurance & Financial

PRODUCTS & PRICE POINT	CASE HISTORY & SALES PLANNER	BONUS DISTRIBUTION
<ul style="list-style-type: none"> Promotional Bags: Paper and Plastic Food & Drink 	<ul style="list-style-type: none"> Entertainment/Media Car Dealerships 	PPAI Expo - January 14-18, Las Vegas, NV ASI Show Dallas - February 6-8, Dallas, TX
<ul style="list-style-type: none"> New Products for 2008 	<ul style="list-style-type: none"> Real Estate Bar & Restaurant 	
<ul style="list-style-type: none"> Stickers, Decals & Magnets Household Products 	<ul style="list-style-type: none"> Financial Sports Teams 	ASI Show Las Vegas - April 9-11, Las Vegas, NV
<ul style="list-style-type: none"> Clocks & Watches Office & Desk 	<ul style="list-style-type: none"> Personal Care Pharmaceutical 	ASI Show New York - May 6-8, New York, NY
<ul style="list-style-type: none"> Electronics Camping & Outdoor 	<ul style="list-style-type: none"> Memos, Journals & Notebooks Retailers 	Promotion's East - June 2-4, Atlantic City, NJ
<ul style="list-style-type: none"> Pet Products Writing Instruments 	<ul style="list-style-type: none"> Food & Beverage Insurance 	
<ul style="list-style-type: none"> Novelties Safety 	<ul style="list-style-type: none"> Non-Profits Gyms/Health Clubs 	ASI Show Chicago - July 23-24, Chicago, IL SAAC Show - August 5-7, Long Beach, CA
<ul style="list-style-type: none"> Incentives & Gift Cards Packaging 	<ul style="list-style-type: none"> Employee Recognition & Awards Health & Wellness 	
<ul style="list-style-type: none"> Key Tags & Keyrings Sports Bags & Back Packs 	<ul style="list-style-type: none"> Trade Shows & Events 	
<ul style="list-style-type: none"> Computer Accessories Drinkware 	<ul style="list-style-type: none"> Construction Hotels & Resorts 	
Most Widely Used Industry Directory		
<ul style="list-style-type: none"> Stress Reducers Emblematic Jewelry 	<ul style="list-style-type: none"> Made in the USA Education 	ASI Orlando 2009 - tbd, Orlando, FL

IN EACH ISSUE

MARKETING & SALES STRATEGIES

Each issue of *Promo Marketing* magazine includes a wealth of content, written by industry experts and designed to sharpen the skills of the promotional products sales professional. Topics include case histories, sales strategies, motivational tactics and solutions.

HOT PRODUCTS

Every issue contains timely product introductions and trends submitted by suppliers. Distributors come here for the most current product releases in the industry.

READERSHIP

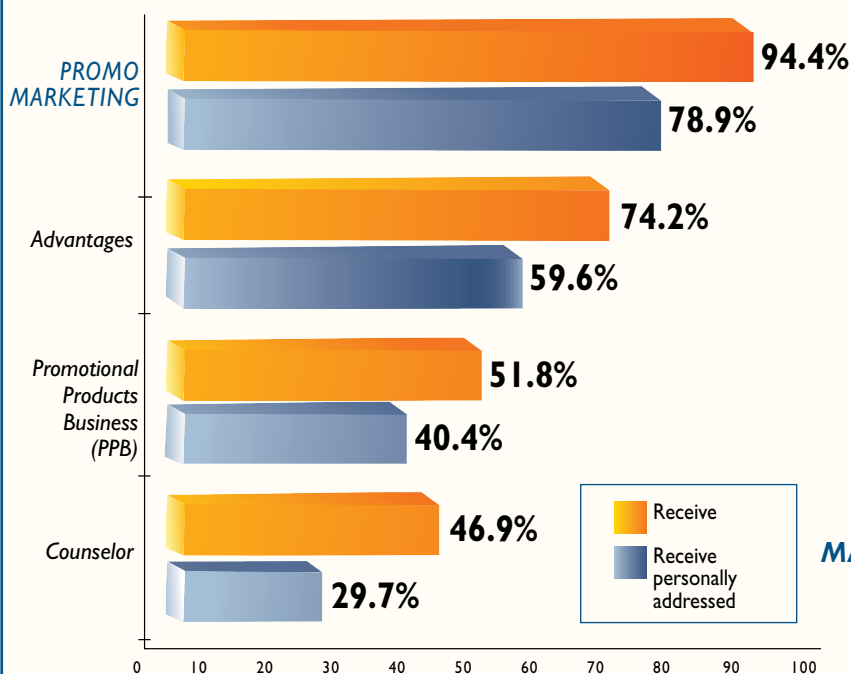
Readership

Promo Marketing commissioned Research USA, Inc. to conduct a survey of promotional products professionals in order to measure the readership of the publications in its field which include: Promotional Products Business (PPB), Counselor, Advantages, and its own publication.

DISTRIBUTOR SALES PROFESSIONALS AGREE . . . PROMO MARKETING IS THE #1 INDUSTRY PUBLICATION

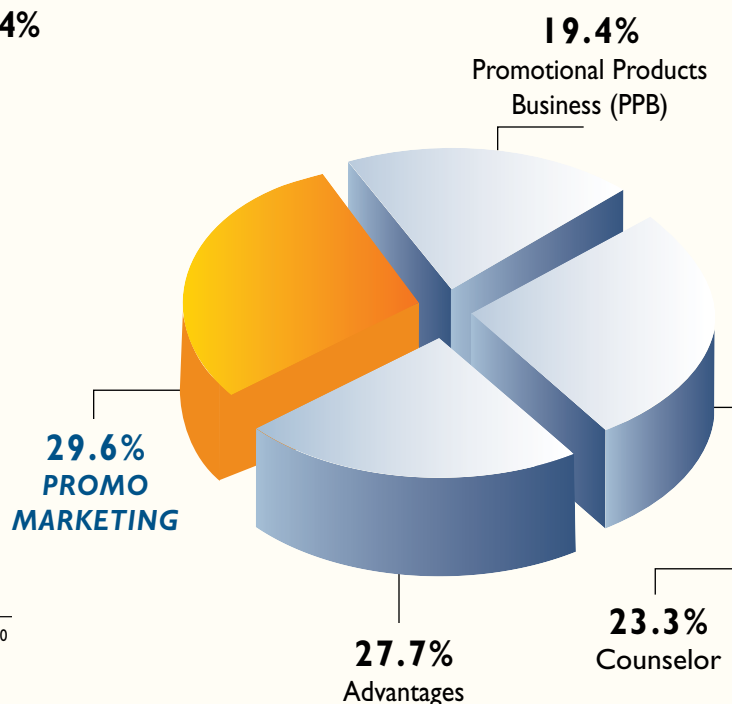
PUBLICATIONS RECEIVED

Which of these publications do you receive?



MOST PREFERRED PUBLICATION

If you could receive only ONE of these publications which ONE would you select?



OBJECTIVES

SPECIFIC AREAS STUDIED INCLUDED:

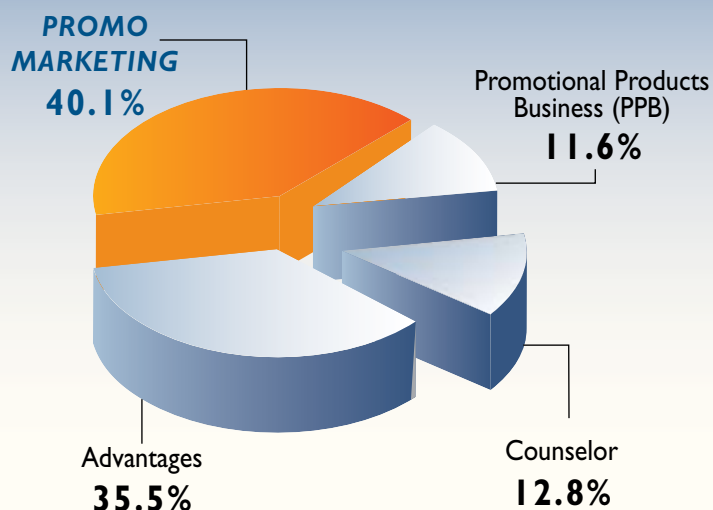
- Publications received
- Number of last four issues of each magazine read
- Number of last 12 issues still in readers' possession
- Preferred publication
- Magazine used to locate apparel products and services
- Magazine that most closely matches specific statements
- Actions taken as a result of seeing advertising
- Membership in ASI and/or PPAI

For complete results, go to
www.promomarketing.com/pdfs/07readersurvey

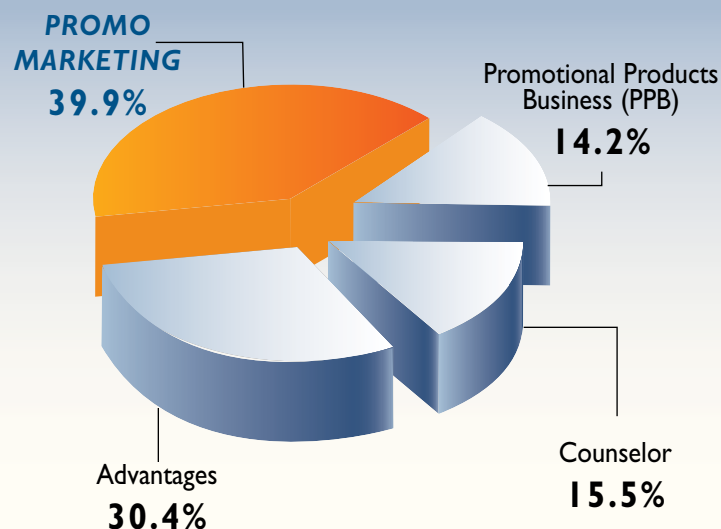
73%
of *Promo Marketing*
subscribers read at least
3 of the last 4 issues!

RESEARCH SHOWS *PROMO MARKETING* IS THE ONE MAGAZINE THAT...

IS MOST VALUABLE IN SOURCING NEW PRODUCTS AND SALES IDEAS



IS MOST INFLUENTIAL IN PRODUCT PURCHASES



READERS SPEND THE MOST TIME LOOKING AT ADVERTISEMENTS



ACTIONS TAKEN IN THE PAST 12 MONTHS AS A RESULT OF SEEING ADVERTISING IN *PROMO MARKETING*

- **44.6%** Purchased an advertised product
- **55.4%** Recommended the purchase of an advertised product
- **57.1%** Visited an advertiser's web site
- **54.3%** Contacted an advertiser for more information/catalog
- **63.1%** Saved an ad for future reference
- **40.6%** Shared an ad with someone else
- **89.2%** Took one or more actions in the last 12 months

READER RESPONSE

PROMO MARKETING GENERATES MORE QUALIFIED SALES LEADS FOR ADVERTISERS

QUALITY

Promo Marketing sales leads are unique and specific. Every lead is an individual distributor response to a specific supplier's advertisement or product mention.

VALUE

Promo Marketing sales leads are unique for each advertiser. *Promo Marketing* values the follow-up investment that each supplier makes and will not inflate lead response at the advertiser's expense.

ACCOUNTABILITY

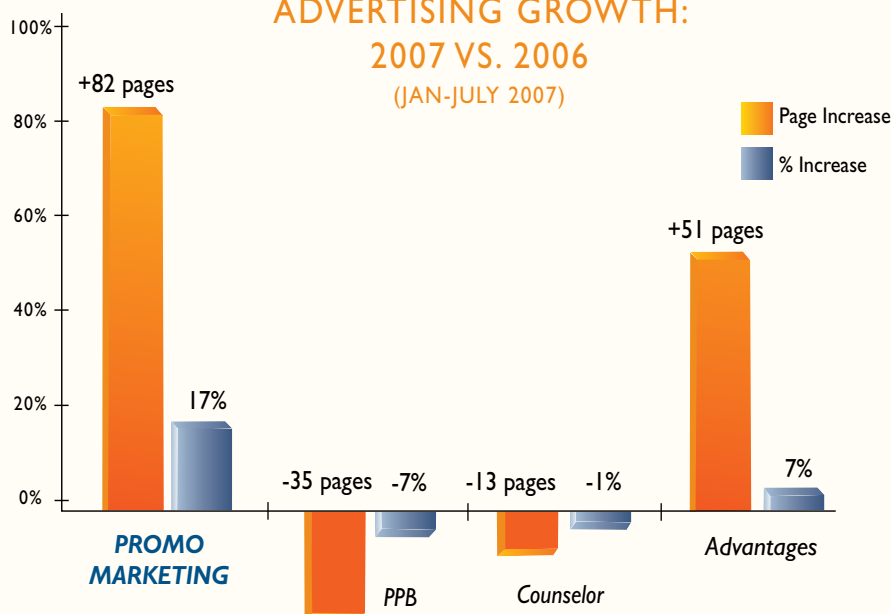
Promo Marketing guarantees that each distributor sales lead we send you is from a reader who circled the number associated with your advertisement or product release on our Reader Service Card. Every distributor sales lead you receive from *Promo Marketing* is processed exclusively for you!

Value and Accountability for Your Ad Investment!

ADVERTISING GROWTH

SUPPLIERS MADE THEIR CHOICE AND PROMO
MARKETING IS THE INDUSTRY'S #1 PUBLICATION

ADVERTISING GROWTH: 2007 VS. 2006 (JAN-JULY 2007)





Receive the information you need to market smarter instantly!
Go to: www.promomarketing.com and click on Info Card.

FREE SUBSCRIPTION

Sign up for your **FREE** subscription to **PROMOTIONAL MARKETING**. Please be sure to fill out the form completely, and mail it in on or before **215-409-0004**. For faster service, go to www.promo.com.

YES, I'd like to receive (continue to receive) a FREE subscription to PROMOTIONAL MARKETING. (1/10)

Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Company Name _____

Telephone (x) _____

Fax _____

YES, I'd like to receive Promotional Marketing News, a free weekly print newsletter, once a week or bi-weekly (please specify) _____

What is your primary business? (check all that apply)

☐ 1. Professional Products Distributor ☐ 2. Professional Products Manufacturer

☐ 3. Home Distributor ☐ 4. Retail/Retailer

☐ 5. Advertising/Promotion Agency ☐ 6. Other _____ (please specify)

Are you owner or in-charge of the following? (check all that apply)

☐ 1. Selling Promotional Products ☐ 2. Customer Service

☐ 3. Sales Management ☐ 4. Other _____ (please specify)

What is your primary job function? (check all that apply)

☐ 1. Executive/General Management ☐ 2. Production/Operations

☐ 3. Sales/Marketing ☐ 4. Account Management

☐ 5. Customer Service ☐ 6. Other _____ (please specify)

Annual Company Sales Volume

☐ A. Less Than \$50,000 ☐ J. \$1,000,000 to \$1,499,999

☐ B. \$50,000 to \$99,999 ☐ K. \$1,500,000 to \$1,999,999

☐ C. \$100,000 to \$149,999 ☐ L. \$2,000,000 to \$2,499,999

☐ D. \$150,000 to \$199,999 ☐ M. \$2,500,000 to \$2,999,999

☐ E. \$200,000 to \$249,999 ☐ N. \$3,000,000 to \$3,499,999

☐ F. \$250,000 to \$299,999 ☐ O. \$3,500,000 to \$3,999,999

☐ G. \$300,000 to \$349,999 ☐ P. \$4,000,000 to \$4,499,999

☐ H. \$350,000 to \$399,999 ☐ Q. \$4,500,000 to \$4,999,999

☐ I. \$400,000 to \$449,999 ☐ R. \$5,000,000 to \$5,499,999

Total number of subsidiaries of your company

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐ 15 ☐ 16 ☐ 17 ☐ 18 ☐ 19 ☐ 20 ☐ 21 ☐ 22 ☐ 23 ☐ 24 ☐ 25 ☐ 26 ☐ 27 ☐ 28 ☐ 29 ☐ 30 ☐ 31 ☐ 32 ☐ 33 ☐ 34 ☐ 35 ☐ 36 ☐ 37 ☐ 38 ☐ 39 ☐ 40 ☐ 41 ☐ 42 ☐ 43 ☐ 44 ☐ 45 ☐ 46 ☐ 47 ☐ 48 ☐ 49 ☐ 50 ☐ 51 ☐ 52 ☐ 53 ☐ 54 ☐ 55 ☐ 56 ☐ 57 ☐ 58 ☐ 59 ☐ 60 ☐ 61 ☐ 62 ☐ 63 ☐ 64 ☐ 65 ☐ 66 ☐ 67 ☐ 68 ☐ 69 ☐ 70 ☐ 71 ☐ 72 ☐ 73 ☐ 74 ☐ 75 ☐ 76 ☐ 77 ☐ 78 ☐ 79 ☐ 80 ☐ 81 ☐ 82 ☐ 83 ☐ 84 ☐ 85 ☐ 86 ☐ 87 ☐ 88 ☐ 89 ☐ 90 ☐ 91 ☐ 92 ☐ 93 ☐ 94 ☐ 95 ☐ 96 ☐ 97 ☐ 98 ☐ 99 ☐ 100 ☐ 101 ☐ 102 ☐ 103 ☐ 104 ☐ 105 ☐ 106 ☐ 107 ☐ 108 ☐ 109 ☐ 110 ☐ 111 ☐ 112 ☐ 113 ☐ 114 ☐ 115 ☐ 116 ☐ 117 ☐ 118 ☐ 119 ☐ 120 ☐ 121 ☐ 122 ☐ 123 ☐ 124 ☐ 125 ☐ 126 ☐ 127 ☐ 128 ☐ 129 ☐ 130 ☐ 131 ☐ 132 ☐ 133 ☐ 134 ☐ 135 ☐ 136 ☐ 137 ☐ 138 ☐ 139 ☐ 140 ☐ 141 ☐ 142 ☐ 143 ☐ 144 ☐ 145 ☐ 146 ☐ 147 ☐ 148 ☐ 149 ☐ 150 ☐ 151 ☐ 152 ☐ 153 ☐ 154 ☐ 155 ☐ 156 ☐ 157 ☐ 158 ☐ 159 ☐ 160 ☐ 161 ☐ 162 ☐ 163 ☐ 164 ☐ 165 ☐ 166 ☐ 167 ☐ 168 ☐ 169 ☐ 170 ☐ 171 ☐ 172 ☐ 173 ☐ 174 ☐ 175 ☐ 176 ☐ 177 ☐ 178 ☐ 179 ☐ 180 ☐ 181 ☐ 182 ☐ 183 ☐ 184 ☐ 185 ☐ 186 ☐ 187 ☐ 188 ☐ 189 ☐ 190 ☐ 191 ☐ 192 ☐ 193 ☐ 194 ☐ 195 ☐ 196 ☐ 197 ☐ 198 ☐ 199 ☐ 200 ☐ 201 ☐ 202 ☐ 203 ☐ 204 ☐ 205 ☐ 206 ☐ 207 ☐ 208 ☐ 209 ☐ 210 ☐ 211 ☐ 212 ☐ 213 ☐ 214 ☐ 215 ☐ 216 ☐ 217 ☐ 218 ☐ 219 ☐ 220 ☐ 221 ☐ 222 ☐ 223 ☐ 224 ☐ 225 ☐ 226 ☐ 227 ☐ 228 ☐ 229 ☐ 230 ☐ 231 ☐ 232 ☐ 233 ☐ 234 ☐ 235 ☐ 236 ☐ 237 ☐ 238 ☐ 239 ☐ 240 ☐ 241 ☐ 242 ☐ 243 ☐ 244 ☐ 245 ☐ 246 ☐ 247 ☐ 248 ☐ 249 ☐ 250 ☐ 251 ☐ 252 ☐ 253 ☐ 254 ☐ 255 ☐ 256 ☐ 257 ☐ 258 ☐ 259 ☐ 260 ☐ 261 ☐ 262 ☐ 263 ☐ 264 ☐ 265 ☐ 266 ☐ 267 ☐ 268 ☐ 269 ☐ 270 ☐ 271 ☐ 272 ☐ 273 ☐ 274 ☐ 275 ☐ 276 ☐ 277 ☐ 278 ☐ 279 ☐ 280 ☐ 281 ☐ 282 ☐ 283 ☐ 284 ☐ 285 ☐ 286 ☐ 287 ☐ 288 ☐ 289 ☐ 290 ☐ 291 ☐ 292 ☐ 293 ☐ 294 ☐ 295 ☐ 296

- 1 *Promo Marketing* qualifies distributors with a series of questions and provides suppliers with valuable demographic data with each sales lead.
- 2 *Promo Marketing* readers are very selective, requesting additional information on very specific ads and products from each card.
- 3 Reader response is made easy with three ways to request information - fax, mail and online at promomarketing.com.

NET RATES

AD SPACE UNITS	1x	3x	6x	12x
Full Page	\$4,360	\$4,050	\$3,870	\$3,690
2/3 Page Vertical	\$3,650	\$3,350	\$3,190	\$3,070
1/2 Page Island	\$3,580	\$3,330	\$3,160	\$2,970
1/2 Page Horizontal	\$3,130	\$2,890	\$2,720	\$2,550
1/2 Page Vertical	\$3,130	\$2,890	\$2,720	\$2,550
1/3 Page Vertical	\$2,090	\$1,840	\$1,730	\$1,620
1/3 Page Square	\$2,090	\$1,840	\$1,730	\$1,620
1/4 Page	\$1,760	\$1,610	\$1,480	\$1,370

All rates are 4/c and include tabloid and standard size advertisements.

COVERS	1x	3x	6x	12x
Back	\$5,450	\$5,290	\$5,100	\$4,890
Inside Front	\$5,450	\$5,290	\$5,100	\$4,890
Inside Back	\$5,170	\$4,970	\$4,730	\$4,510

For insert rates, contact your sales representative. Inserts that need to be tipped-in will be charged an additional production charge (see insert specifications). All ads are printed in process colors. Any ads which require PMS or spot colors will incur additional charges. The price for these non-process colors will be quoted upon request.

MARKETPLACE

In every issue of *Promo Marketing* magazine, 25,000 distributor sales professionals turn to MARKETPLACE for Hot Product Ideas, Close-Outs and other timely specials from leading industry suppliers. MARKETPLACE is organized by ePSA product categories and designed to generate cost-effective sales leads.

MARKETPLACE WORKS FOR YOU!

- Inexpensive Ads
- Ads Include Reader Response Number
- Ideal for Close-Outs and Specials
- FREE Four Color Process
- Easy-to-Read Product Index Format
- Reach 25,000 Distributor Sales Professionals

MARKETPLACE RATES

Ad Size	3x	6x	12x
1 inch	\$245	\$225	\$195
3 inch	\$650	\$595	\$545
5 inch	\$995	\$945	\$895

Column width of all ads: 3 1/4"



PROMOMARKETING.COM MISSION

Dear Supplier Partners,

Promo Marketing is pleased and excited to introduce PromoMarketing.com, the only comprehensive and fully integrated online destination for promotional products distributors and suppliers.

PromoMarketing.com incorporates the most advanced product search and online editorial platforms to improve distributors' and suppliers' business opportunities online. In a marketplace that thrives on innovative and creative solutions, PromoMarketing.com offers an online epicenter for the promotional products sales community.

- Search Products
- Search Specials
- Find Supplier Catalogs
- Participate in Blogs & Forums
- Read Current News and Editorial

Whether you want impressions or clicks, actions or leads, brand awareness or "all of the above," e-media advertising opportunities with *Promo Marketing* are not only the perfect addition to print campaigns, but they also add tremendous value and can be customized to fit your needs.

Online advertisers are given priority access to reports that detail the vital information they're looking for, including:

- Ad impressions and clicks sent every day, week or month.
- E-mail newsletter open rates and click activity, including subscriber demographics.
- Sales leads specific to your products and services.

We invite you to participate as a partner in this exciting and evolving marketplace and we promise commensurate value and ROI for your business.

Looking forward to success in 2008 and beyond.

Best Regards,



Matthew Barnes
Publisher

Products & Connections For Distributor Sales Professionals

[Home](#)
[Promo Product Search](#)
[Promo InBox](#)
[eCatalog Express](#)
[Promo Marketing Magazine](#)
[Distributor Services](#)
[FAQ](#)

[FEEDBACK & COMMENTS? CLICK HERE!](#)

2 Search Specials

Save with Promo InBox Searches

SafeHaven Products:
Special on Self Breast Exam Magnet [View Special](#)

Beacon Promotions:
2009 Calendars on Sale [View Special](#)

Beacon Promotions:
2 for 1 Holiday Price Specials [View Special](#)

Beacon Promotions:
Limited Time EQP Special - Flashlights [View Special](#)

Beacon Promotions:
Gift Giving Ideas - Over \$100 [View Special](#)

Beacon Promotions:
Bargain Busters Special! [View Special](#)

Timeplanner Leather:
EQP Less 25% on all Leather Products [View Special](#)

New Discover Promo InBox

1 Search Products

Powered by the Promo Product Search Engine

Keyword: [Search](#)

TOP PRODUCT SEARCH CATEGORIES

- Bags
- Writing In...
- Calendars
- Mugs
- Key Chains...
- Badges, Bu...
- Cups
- Magnets
- Note Pads...
- T-Shirts

Buttons **Rewards**

Advanced Promo Search

Fersten Worldwide
Classic Combed Cotton
Polo with Pocket

3 Search Catalogs

Search the Industry's Best Catalogs

Top 5 Searched Catalogs

- [AAA Line](#)
- [Akron Line](#)
- [WPG](#)
- [Bella](#)
- [Evans](#)

New Discover eCatalog Express

Try a 60-day **RISK FREE** trial of a small business postage meter

[ORDER NOW](#)

5 Blogs

Thoughts from Industry Leaders

Matthew Barnes
A Letter From The Publisher—Introducing Promo Marketing

Nicole Stella
A Great New Beginning

Charles Flyter
Today's News and Notes: PromoMarketing.com is launched!

Christian Grunzel
Get the Lead Out!

Lisa Letch
What Is The Secret Ingredient for Marketing & Sales Integration?

In almost 20 years of working in both marketing and sales roles, I've consistently perplexed by the cross-departmental relationships between marketing and sales teams. Recently, I've been working with a...[More](#)

Top News Stories [More >>](#)

10/16/2007 Industry's Leading Magazine Adjusts Name to Promo Marketing, Introduces Online Portal at PromoMarketing.com
Philadelphia—October 16, 2007—Promotional Marketing magazine unveils its new name, Promo Marketing, Inc...

10/16/2007 From Reactive to Proactive: Redefining Safety Standards in the Promotional Industry (A Four-Part Series)
The following article is the second installment in our monthlong Promo Marketing Headlines series titled...

10/16/2007 Anvil Knitwear Takes a Strong Green Stand
New York-based apparel maker Anvil Knitwear has released its formalized environmental and social responsibility...

10/16/2007 R.S. Owens Hires National Sales Director
Larry Mahoney, vice president marketing and sales of R.S. Owens, Chicago, recently announced the hiring...

For more industry headlines, click here

Audio / Video [More >>](#)

Promo Marketing: Broadcasting the Industry

VIDEO: Entrance and display mats from FS Matting

VIDEO: Popular polos from Bodek and Rhodes

World Wide Line showcases color-changing mugs

Inside Current Issue [More >>](#)

PROMO MARKETING

- The Business of Gift Giving IN THE CORPORATE world, this time of year can be taxing and downright stressful. With the holidays and...
- Promotional Marketing's Top Distributors A SIMPLE yet telling sentiment has been reverberated by suppliers and distributors alike this past year...
- Get Packing with Bags, Totes and Luggage THOSE WHO HAVE ever attended an industry trade show know the value of tote bags all too well. However,...
- MAKE AN IMPACT with DIRECT MAIL CAMPAIGNS PEOPLE LOVE to get mail. But, they hate junk mail, and unsolicited faxes and e-mail—facts that keep direct...

» Subscribe Today! » Past Issues

Promo Marketing Style [More >>](#)

STYLE File

Your source for the latest promotional apparel news and trends.

- Hey, Mr. Good Looking HE SWAGGERS UP to the entrance with a smug look on his face, and with good reason. His finely tailored... [Read more...](#)
- Top Sales Off with Caps and Headwear CAPS AND HEADWEAR are popular end-user fashion accessories, and suppliers say the items are the perfect... [Read more...](#)
- Fashion + Sense = Major Profits THE COLLEGE DEMO-GRAPHIC is noted to be one of the most influential in the country. As chronicled by... [Read more...](#)
- Men of the Cloth "I AM A CLOTHING manufacturer. I wake up every day and make clothes. That's it. There's nothing new about... [Read more...](#)

DISCOVER THE SITE DESIGNED TO BUILD YOUR BUSINESS

- Search Specials
- Search Products
- Find Catalogs
- Participate in Blogs & Forums
- Get the Latest News
- Read Current Editorial
- Uncover the STYLE File
- Watch a Video from the Trade Show Floor

ONLINE SERVICES

1 PROMO PRODUCT SEARCH

The industry's free online product search and marketing platform for distributor salespeople.

2 PROMO INBOX

The preferred online service for suppliers to post specials and reach distributors every week.

3 eCATALOG SERVICES

State-of-the-art technology combined with innovative solutions to dramatically improve supplier catalog delivery.

4 PROMO MARKETING MAGAZINE ONLINE

Exclusive features, expert commentary, interactive polls/surveys, industry news, informative videos, podcasts and much more.

5 BLOGS & FORUMS

Online communities for distributors, suppliers and industry leaders to exchange ideas, information and sales strategies.

HOMEPAGE SPONSORSHIPS*

BANNER AD

(234 x 60 pixels)

3 mos	6 mos	12 mos
\$745	\$685	\$595

INDUSTRY NEWS SPONSOR**

(88 x 31 pixels, 728 x 90 pixels)

3 mos	6 mos	12 mos
\$585	\$540	\$470

CURRENT ISSUE SPONSOR**

(88 x 31 pixels, 728 x 90 pixels)

3 mos	6 mos	12 mos
\$570	\$520	\$455

*Includes up-to three (3) sponsors.

**Includes logo placement with rotating leaderboard.

TABLE OF CONTENTS

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PROMO INBOX.....	PAGE 18
eCATALOG EXPRESS.....	PAGE 20
eCATALOG SERVICES.....	PAGE 20
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HEADLINES E-NEWSLETTER	PAGE 21

"I've been in both the incentive industry and the ad specialty business for over 30 years...the cost and frustrations associated with [other companies] melted away when I became familiar with PromoMarketing.com. It completely answers all of my promotional product needs."



"This is fabulous! Thank you so much!"



"This is actually one of the best ideas I have seen..."



"What a great service you all have...when it comes to presentation, it is clear and simple. Thank you."



"We actually felt a little guilty because it seemed almost too easy!"

PROMO PRODUCT SEARCH

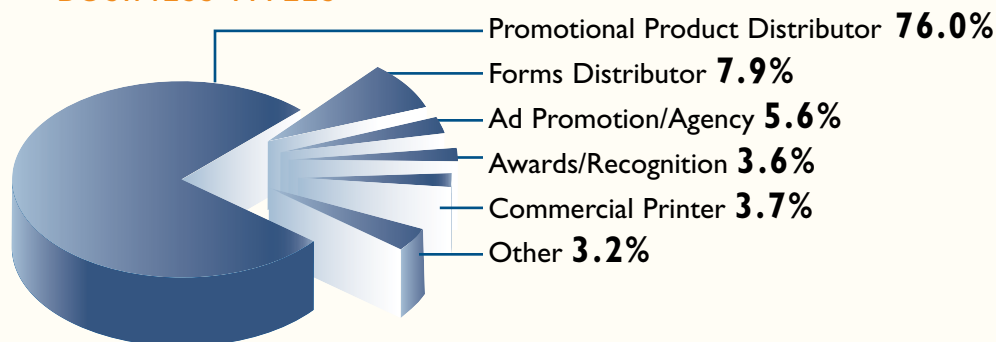
[HTTP://PROMOSEARCH.PROMOMARKETING.COM](http://PROMOSEARCH.PROMOMARKETING.COM)

Promo Product Search is the free online product search and marketing platform for distributor salespeople.

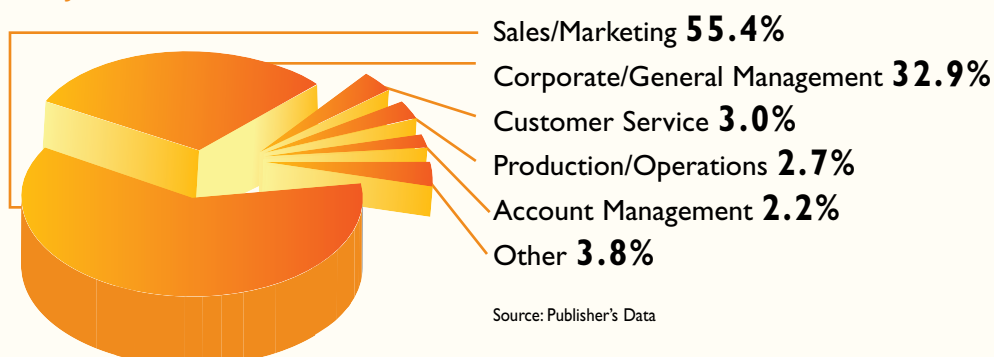
USER PROFILE

18,484 active user members

BUSINESS TITLES



JOB TITLE



Content Profile

100,000 PRODUCTS

Distributor Action Report

1,000,000 PRODUCT SEARCHES

DISTRIBUTOR ACTIONS

- E-mail Directs
- Client Proposals
- Requests for Quotes
- Requests for Catalogs
- Requests for Samples

FREE
Virtual Product
Sampling on
Promo Product
Search

*Projected data for 2008

PROMO PRODUCT SEARCH SUPPLIER PROGRAMS

PROMO PRODUCT SEARCH RATES

Catalog Size	Net Rate Per Year	Net Rate Per Month
24 pages	\$1,068	\$89
32 pages	\$1,188	\$99
48 pages	\$1,428	\$119
64 pages	\$1,548	\$129
80 pages	\$1,668	\$139
96 pages	\$1,788	\$149

Contact your sales representative for rates on larger catalogs.

SAVE 10%

Prepay your
annual Promo
Product Search
hosting fee.

Remarks: Rates based upon advertiser providing a vector-based, Portable Document Format (PDF) of their current catalog with high resolution product images, which we will use to upload products. If an advertiser is unable to provide materials in this format an additional production charge may be assessed. A 12-month minimum commitment is required.

WHY PAY? QUALIFY FOR FREE!

Promo Product Search is FREE for Promo Marketing advertisers.

Contact your sales representative for more details.

PROMO PRODUCT SEARCH

1 SIDE BANNERS

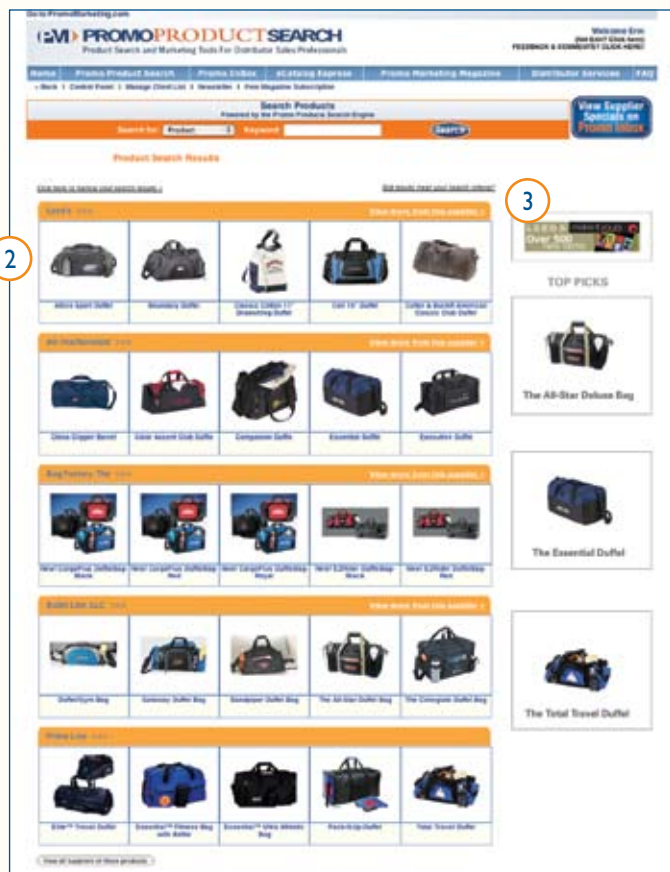
180 x 150 pixels,
25k max file size, gif or jpg
(Ads rotate with up to four advertisers.)

NET RATES

3 mos 6 mos 12 mos

\$445 \$410 \$355

(All rates are net per month)



2 PRIORITY PRODUCT PLACEMENT

NET RATE: \$3,000/yr

Own your product category! When a distributor conducts a search in your product category, your products will appear on the first page of the search results. Plus, receive a FREE Smart Banner for the year—a \$2,700 Value!

3 SMART BANNERS

NET RATE: \$2,700/yr

Highlight your company or products! Each time a distributor conducts a search in your product category, your Smart Banner will appear at the top of the search results page. 234 x 60 pixels, 25k max file size, gif or jpg.
(Ads rotate with up to four advertisers.)

PROMO INBOX

HTTP://PROMOINBOX.PROMOMARKETING.COM

THE ONE-STOP SOURCE FOR SUPPLIER SPECIALS

Reaching Distributor Sales Professionals, Promo Inbox is an online service that allows suppliers to post their eFlyers in one convenient place and reach thousands of distributors weekly.

BENEFITS:

- Reach 20,000 Distributors weekly.
- Post unlimited eFlyers within Promo Inbox.
- Make it convenient for distributors to find your specials.
- Save time and money with the industry's One-Stop Source for Supplier Specials.

1 BASIC LISTING

Includes company name and a brief description.

2 eFLYER SEARCH

Distributor can search by company name/line name, price point or category.

3 TOP PICKS

Your eFlyer will be considered based on distributor click-thrus.

4 SAMPLE eFLYER

Distributors can easily view your eFlyer by clicking on your company's listing.

5 PLATINUM eFLYER STORES



eFLYER PACKAGE RATES

BASIC

- Post unlimited eFlyers within Promo Inbox (Unlimited for the year and up to 5 'active' eFlyers at any one time)
- eFlyer will be searchable by company name/line name, category and price point
- Each eFlyer will be considered for the 'Top Picks' category
- Term starts with initial eFlyer posting
 - 1 year: \$1,525
 - 6 mos: \$935

PREMIER

- Includes all BASIC services
- eFlyers will be included with each weekly e-newsletter, *Promo Marketing Headlines*
 - 1 Year: \$2,580
 - 6 mos: \$1,640

PLATINUM

- Includes all PREMIER Services
- Features your eFlyer store in upper right of Promo Inbox homepage
- Current eFlyers will auto update
 - 1 year: \$7,395
 - 6 mos: \$4,110
 - 3 mos: \$2,230

PRIORITY PLACEMENT

Placement Bid System

- Reserves upper-most line position within Promo Inbox based on supplier bid
- Minimum Bid: \$100/month
- Minimum Term: 6 months



Example:

Supplier A chooses to bid \$125, but the previous high bid from supplier B is \$130. Supplier A will be featured in the 2nd line, while supplier B will be featured in the top line because they delivered a higher bid.

*If multiple bids are of the same value, the priority placement is based on subject.

DIGITAL SPECIFICATIONS

Prepare your special for posting by creating a JPG file. The file must be 'flat' with all HTML and graphics residing in the same directory. The maximum file size is 300k and the maximum image/html table width is 600 pixels.

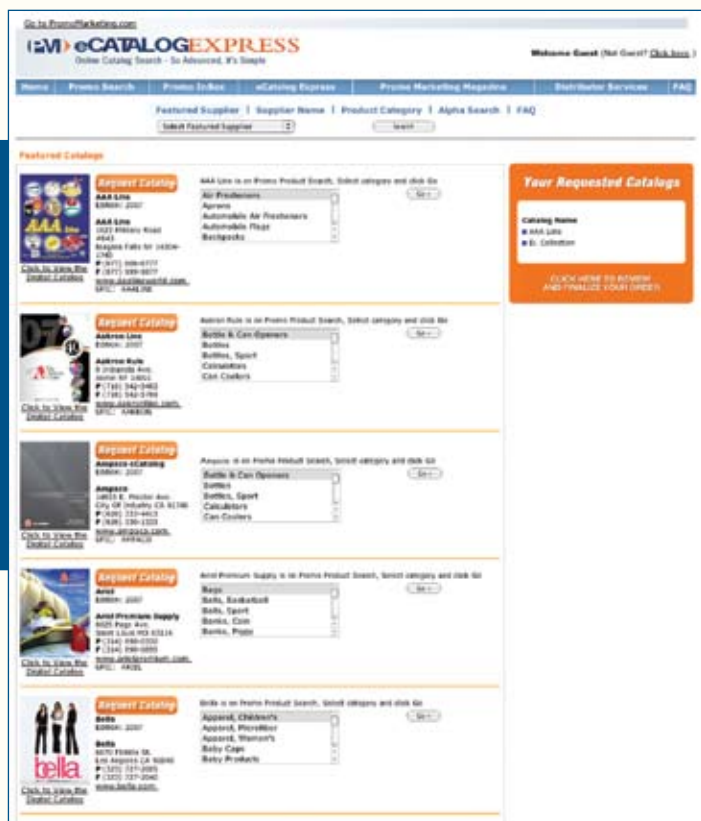
Send Materials To: Database Manager
 North American Publishing Company
 1500 Spring Garden St., 12th Floor, Philadelphia, PA 19130
 Phone: 215-238-5353 Fax: 215-238-5457
 Email: kjones@napco.com

eCATALOG EXPRESS

HTTP://eCATALOGEXPRESS.PROMOMARKETING.COM

ONLINE CATALOG SEARCH – SO ADVANCED, IT'S SIMPLE.

eCatalog Express is a state-of-the-art service for distributors to Search, Request and Send supplier catalogs online.



FEATURED SUPPLIER LISTING INCLUDES:

- Supplier eCatalog
- Link to Promo Product Search
- Contact Info
- Catalog Request Button

eCATALOG SERVICES

SENDING CATALOGS JUST GOT E-ASIER!

eCatalog Services is an online service combining state-of-the-art technology with innovative solutions to dramatically improve supplier catalog delivery.

FEATURES

1. High-resolution images make online viewing ideal.
2. Simple navigation bar makes it easy for distributors to view your catalogs.
3. Easy-to-use page turning features enable distributors to find products quickly.
4. Print and send functions are ideal for distributors on the go.

BENEFITS:

- Expand your market coverage.
- Reduce your print, postage and fulfillment costs.
- Fulfill catalog requests instantly.
- Promote your entire product line.



RATES & SPECIFICATIONS

Catalog Size	Net Rate
4-8 Pages	\$740
9-28 Pages	\$1,090
29-60 Pages	\$1,270
61-88 Pages	\$1,490
89-132 Pages	\$1,715
133-164 Pages	\$1,980
165+	Ask for quote

Set-up fee: \$125

PROMO MARKETING MAGAZINE ONLINE

[HTTP://MAGAZINE.PROMOMARKETING.COM](http://MAGAZINE.PROMOMARKETING.COM)

THE SOURCE OF PRODUCT AND MARKETING INFORMATION FOR DISTRIBUTOR SALES PROFESSIONALS.

Promo Marketing magazine online is much more than the content from the print edition. It includes exclusive features, expert commentary, interactive polls/surveys, industry news, informative videos and podcasts and much more!

Rates	3 months	6 months	12 months
Industry News Sponsorship (88 x 31 pixels, 728 x 90 pixels)	\$585	\$540	\$470
Current Issue Sponsorship (88 x 31 pixels, 728 x 90 pixels)	\$570	\$520	\$455
Magazine Page Skyscraper (160 x 600 pixels)	\$445	\$410	\$355
Magazine Page Rectangle (180 x 150 pixels)	\$390	\$355	\$310
Magazine Large Rectangle (300 x 250 pixels)	\$365	\$340	\$295



HEADLINES E-NEWSLETTER

[HTTP://HEADLINES.PROMOMARKETING.COM](http://HEADLINES.PROMOMARKETING.COM)

Promo Marketing Headlines is a free weekly e-mail newsletter from the editors of Promo Marketing magazine, providing tactical advice, tips and industry news for profitable distributor sales. Promo Marketing Headlines includes original editorial content.

FLEXIBLE AD FORMATS DESIGNED TO MAXIMIZE RESULTS

PRIMARY CREATIVE:

- 50-75 words (approximately 350 characters) including a 50-character bold headline
- 120 x 90 pixels logo (GIF or JPG)
- Ads appear in Arial, 10 point type

ALTERNATIVE CREATIVE:

- Leaderboard (728 x 90 pixels)
- Wide Rectangle (300 x 250 pixels)
- 3:1 Rectangle (300 x 100 pixels)

Rates	4x	8x	12x	26x
Lead Sponsor	\$905	\$850	\$805	\$725
Premier Sponsor	\$530	\$495	\$470	\$425
Mid-Issue Sponsor	\$465	\$440	\$415	\$375
Regular Sponsor	\$465	\$440	\$415	\$375

END-BUYER CATALOGS

ADVERTISE TO REACH END-BUYERS WITH THE INDUSTRY'S FASTEST-GROWING BRAND OF CATALOGS

EFFECTIVE PROMOTIONS

Products that deliver results

- Publication Date: December 2007
- Size: 5¼" x 8½"
- Pages: 150
- Circulation: 201,600
 - A collection of "must-have" products used by distributors all year.
 - Digest-sized and reasonably priced, Effective Promotions is the ideal catalog for every distributor's budget.
 - Effective Promotions, published in December, is perfect to debut new products and highlight your biggest sellers.

RATES

1 page.....	\$2,420
2 pages.....	\$1,940



PROMOTIONS & REWARDS

2008 Master Catalog

- Publication Date: March 2008
- Size: 8½" x 10⅞"
- Pages: 100
- Circulation: 65,000
 - The largest distributor circulation among annual catalogs designed for distributors and their top clients.
 - Promotions & Rewards Master Catalog is a comprehensive catalog of essential products for every end-buyer.
 - Standard-sized (8½" x 10⅞") and professionally styled to showcase your products for maximum impact.
 - Promotions & Rewards Master Catalog is the primary purchasing tool for many distributors' best customers.

RATES

1 page.....	\$3,340
2 pages.....	\$2,670



BRAND BUILDERS

The Year's Hottest Products to Promote Your Business

- Publication Date: May 2008
- Size: 3⁷/₈" x 9¹/₄"
- Pages: 64
- Circulation: 80,000
- Published in May, Brand Builders is a timely catalog showcasing the year's hottest products.
- Perfect for The Year's Best Sellers, Hot New Products, Mid-Year Launches, Seasonal Items and more!
- Brand Builders' size and light weight make this catalog a perfect envelope stuffer and direct mail piece to promote your products.



RATES

1 page.....	\$1,760
2 pages.....	\$1,585

BUSINESS GIFTS & REWARDS

Products for image & appreciation

- Publication Date: July 2008
- Size: 8¹/₂" x 10⁷/₈"
- Pages: 64
- Circulation: 72,000
- Business Gifts & Rewards features a wide range of products for the biggest selling season of the year.
- Leading distributors depend on Business Gifts & Rewards to secure sales from their top clients.
- Perfect for Seasonal Items, Business Gifts & Awards, Corporate Incentives, Trade Show Giveaways, Calendars, Employee Recognition and more!
- Large format and elegant design present supplier products with style.



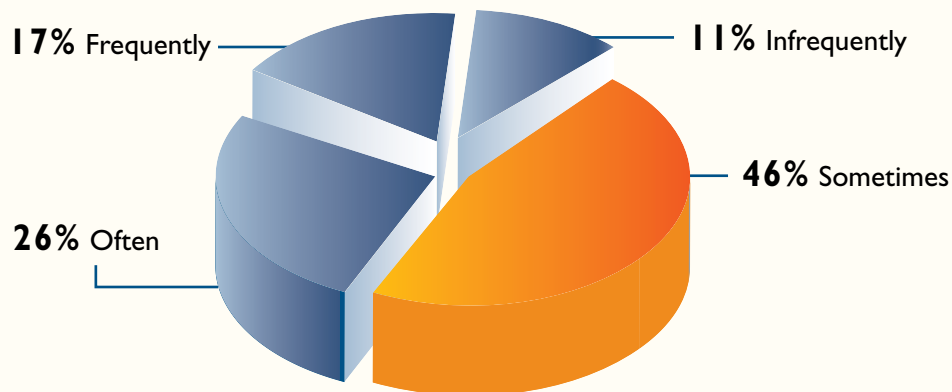
RATES

1 page.....	\$2,470
2 pages.....	\$1,970

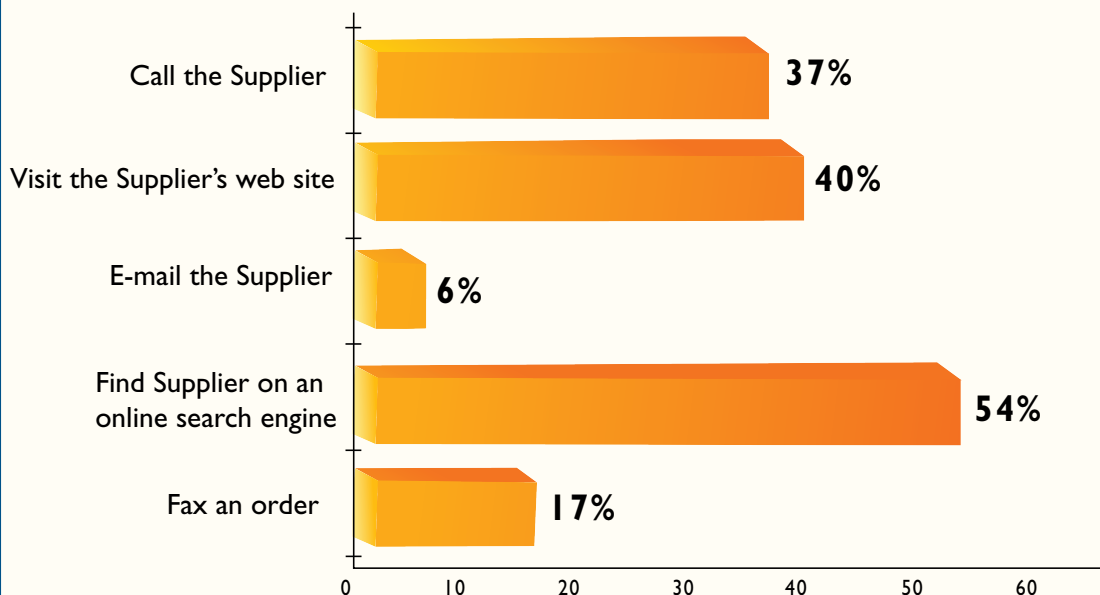
CATALOG SURVEY

HERE'S WHAT DISTRIBUTORS SAID ABOUT
PROMO MARKETING'S LEADING END-BUYER CATALOG...

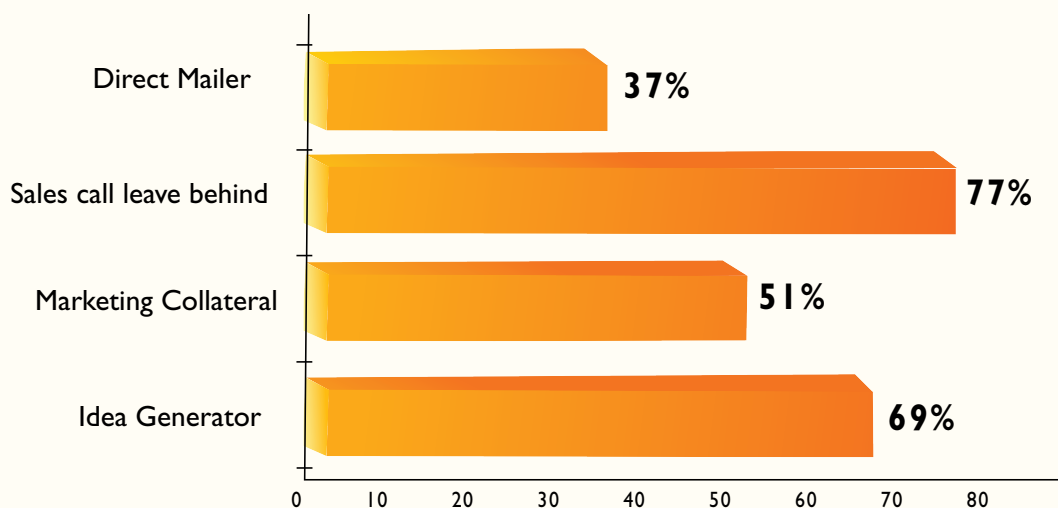
FREQUENCY OF USE



ACTION AFTER RECEIVING AN ORDER



DISTRIBUTOR USE



82%
OF BUYERS
PURCHASE ITEMS
FROM SUPPLIERS IN
THE CATALOGS

68%
RATE THE OVERALL
QUALITY OF THE
CATALOGS ABOVE
AVERAGE TO
OUTSTANDING

69%
RATE THE LAYOUT
ABOVE AVERAGE TO
OUTSTANDING

**Source: Publisher's data based on survey for
Effective Promotions, September 2007.

CATALOG SPECIFICATIONS

YOUR FULL PAGE CATALOG AD INCLUDES:

- High-Quality Product Images
- 15-25 Words of Text About Each Product
- Coded Pricing
- Product Size and Imprintable Area
- Specifications and Shipping Information

QUICK FACTS:

- SWOP Standards Apply with Perfect Binding
- Text: Product Description (maximum of 25 words per product), plus item number, coded pricing, and product specifications for each product.
- Product Specifications: Actual Product Size, Imprint Area, Decorating Charges (including Set-up Charges),

Artwork, Production Time, Shipping and any other options specific to each product.

- Individual product images must be 3" x 3" (or larger) high resolution digital files and at least 300 dpi as a TIFF or EPS.

THE DETAILS:

Supply *Promo Marketing* with individual product photos or hi-res digital images. For each product, supply item number, coded pricing, product description (maximum of 25 words), and product specifications. Images must be supplied as hi-res digital files (at least 300 dpi) in a TIFF or EPS file format. We will not scan images from a printed catalog. If advertiser is showing multiple colors or views of a product, the image should be supplied as one file. All text must be submitted in a Microsoft Word document or within the text body of an email. Do Not Supply PDFs. Type will be set in a uniform area and style as determined by Promo Marketing. Files submitted electronically must be furnished on one of the following forms of removable storage media. Macintosh compatible 3.5 floppy disk, Zip Disk (100 MB), or CD-ROM.

Digital images and copy can be sent via e-mail provided they are stuffed/zipped, sent as an attachment/enclosure and are under 18 Megabytes. Please include the specific catalog title in your subject line and identify your company

name in the body of the email. Send files to Dot Wojtas at dwojtas@napco.com.

If color is critical; please provide us with a composite SWOP certified color proof (with color bars) along with your digital photo file. To see a list of SWOP certified proofs we accept, please visit www.swop.org/certification/certmfg.asp. We cannot grant make-goods for poor color reproduction unless a SWOP-certified color proof is supplied with your photos/images. Supplied color lasers will be used as a guide for pleasing color only. Your initial copy submission is final.

Send all images and copy to:
Dot Wojtas, Production Manager
Promo Marketing
North American Publishing Company
1500 Spring Garden Street, 12th Floor
Philadelphia, PA 19130-4094
T: 215-238-5380 F: 215-238-5291
dwojtas@napco.com

FOR INFORMATION CONTACT:

MATTHEW BARNES
Publisher
P: 215.238.5354
F: 215.238.5457
mbarnes@napco.com

NICHOLE STELLA
Editorial Director
P: 215.238.5305
F: 215.238.5337
nstella@napco.com

MAGAZINE SPECIFICATIONS

GENERAL RATE POLICY

Orders are accepted subject to change in rates upon notice. Advertisers may cancel or amend schedules at the time any change in rate becomes effective, without incurring a short-rate adjustment, provided the contract has been followed up to the date of cancellation.

Rate Holder Information

- Rates are effective as of October 1, 2007. All business under current contracts will be protected for the duration of the contract.
- Orders accepted at these rates for up to five consecutive issues beyond one closed (or orders will be accepted at these rates for the duration of the contract).
- Rates are discounted on frequency of insertion.
- Minimum rate holder: ¼ page.
- Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1-1/2% per month. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at the Publisher's office: 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-4094.
- Prices are subject to change.

Position Policy

The Publisher guarantees no position request unless contracted

for at a premium rate and assumes no responsibility if position differs from request; nor does the publisher assume responsibility if coupons of two advertisements back each other in an issue. The publisher reserves the right to reject or cancel any advertisement for any reason at any time.

Combination Frequency Rates

Advertisers of rate holder space or larger are permitted to combine advertising space purchased in Print Professional in order to earn greater frequency discounts.

Short Rates and Credits

Advertisers will be short-rated if they do not use the number of insertions contracted for in a twelve-month period upon which their frequency discount was based. Advertisers will receive a credit if they run sufficient insertions to earn a lower rate.

Issuance and Close Dates

Refer to editorial calendar for space reservation and material due dates.

Mailed the first week of month of issue.

Cancellations

No cancellations will be accepted after the space reservation closing date without incurring a special production charge.

General Regulations and Policies

All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial material will carry the word "Advertisement."

In consideration of Promo Marketing's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless Promo Marketing and its officers, employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

AD SPECIFICATIONS

Printed Web Offset: SWOP standards with perfect binding

Publication Trim Size: 10 ¼" wide x 12 ¾" high

Full Page (bleed) - 10 ½" x 13" (includes ¼" on 4 sides for bleed; allow ⅜" safety for all live copy)

Full Page (no bleed) - 9 ½" x 11 ½" (live area)

Spread Trim - 20 ½" x 12 ¾" Spread Bleed - 20 ¾" x 13" (Allow ⅜" safety for all live copy; allow ¼" safety gutter for each page of a spread when type is running across the gutter)

Product Line Tabloid Size Ad* (full page - non bleed) - 19 ⅞" x 11 ½"

*The reader service line is 3 ¼" wide (as a single line of text) or 2 ½" wide (as a double line of text). Please provide the 3 ¼" width plus a ¼" of space in height (for the single line) or the 2 ½" width plus a ¾" of space in height (for the double line) under each product/ad on the Product Line Tabloid ad.

Digital Specifications/PDF File Requirements

Promo Marketing magazine's required file format is PDF (Portable Document Format). PDF files must be created with Acrobat Distiller 4.05 or higher using the instructions provided on <http://promosearch.promomarketing.com/productionspecs>

- Scanned images must be high resolution (between 200 and

400 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.

- All fonts must be embedded in the PDF and be Type 1 or 3 - No TrueType.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- ALL FILES MUST be accompanied by a single page, composite color proof. However if color is critical please provide us with a composite SWOP- certified color proof (with color bars) along with your digital file. To see a list of SWOP- certified proofs we accept, please visit www.swop.org/certification/certmfg.asp. We cannot grant makegoods for poor color reproduction unless a SWOP- certified color proof is supplied with your digital file. Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: Macintosh compatible 3.5 Floppy disk, Zip Disk (100MB), or CD-ROM. Ads can be uploaded to our ftp site if accompanied by a faxed black and white laser at time of upload. Call the Production Manager for further detailed information.

Additional charges will be incurred if ad does not conform to the specs above.

Advertisers or Ad Agencies that do not comply with the above specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Promo Marketing in any and all production disputes.

Advertising material and insertion orders should be sent to:

Production Manager. Promo Marketing Magazine
North American Publishing Company, 1500 Spring Garden Street,
12th Floor, Philadelphia, PA 19130-4094. Any questions regarding ad materials should be directed to the Production Manager at 215.238.5300.

INSERT SPECIFICATIONS

Publication trim is 10 ¼" wide x 12 ¾" high

Minimum insert size is 3 ½" wide x 5" high (binding edge)

Maximum insert size is 10 ¼" wide x 12 ¾" high

Note: Insert spine dimension side must be larger than dimensions of the width.

Inserts with perforations must be reviewed with production manager prior to manufacturing of the insert.

All inserts jog to foot and require an additional ⅛" foot trim. Inserts that are maximum size also require an additional ⅛" face and ⅛" head trim. Four page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than 4 pages or with unusual shapes, folds or die cuts with a production representative.

- Place any vertical perforation ½" away from the spine edge.
- Keep all live matter ⅜" inside the final trim size.
- Inserts not furnished to these standards may incur additional production charges.
- Minimum stock: 60# Text. Maximum stock: 10 Pt.
- Quantity for full run insertion: Contact Production Manager for

quantities needed for full run, regional, or demographic inserts.

The USPS has set strict standards regarding the size and weight of BRC's as well as the content and formatting of all items qualifying for periodicals class mailing. Please review the specifications for your insert with a production representative prior to manufacturing to ensure postal compliance.

Ship Inserts Pre-Paid to:

RR Donnelley
3401 Heartland Drive, Liberty, MO 64068-0298
Attn: Joy Krull, 816.792.6346

Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday. Inserts should be shipped pre-paid, in cartons, on skids, clearly marked Promo Marketing. Include issue date, quantity in each carton, plus the total number of cartons on skids being delivered. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues. Pack two page inserts in cartons, facing the same direction. Four page or greater inserts or inserts of an unusual

shape, fold or die cut, must be discussed with the Production Manager (215-238-5300). Additional charges will be incurred if insert packing does not meet specified requirements. Please do not ship inserts more than 90 days in advance of issue.

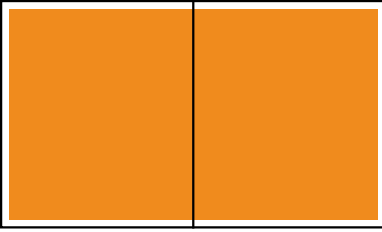
Advertisers or Ad Agencies that do not comply with above insert specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Promo Marketing in any and all production disputes. Advertisers or Agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.

Please send six copies of the insert to:

Production Manager. Promo Marketing Magazine
North American Publishing Company
1500 Spring Garden St., 12th Floor
Philadelphia, PA 19130-4094
Any questions regarding insert specs should be directed to the Production Manager at 215.238.5300.

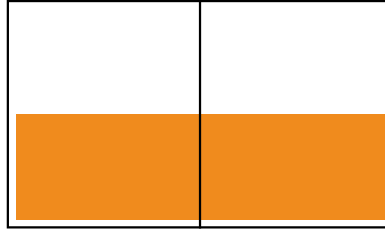
2008 ADVERTISING DIMENSIONS

PAGE TRIM SIZE: 10¹/₄"W X 12³/₄"H



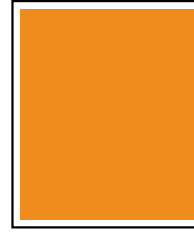
SPREAD

Live: 19⁷/₈" x 11⁵/₈"
Trim: 20¹/₂" x 12³/₄"
Bleed: 20³/₄" x 13"



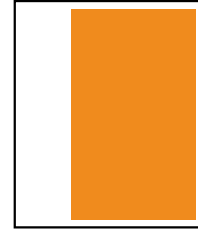
¹/₂ PAGE SPREAD

Live: 19⁷/₈" x 5³/₄"
Trim: N/A
Bleed: 20³/₄" x 6"



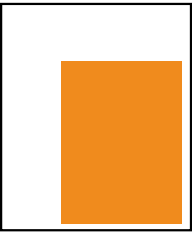
FULL PAGE

Live: 9¹/₂" x 11⁵/₈"
Trim: 10¹/₄" x 12³/₄"
Bleed: 10¹/₂" x 13"



²/₃ VERTICAL

Live: 6¹/₄" x 11⁵/₈"



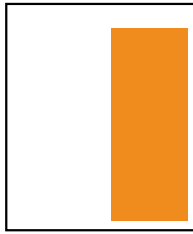
¹/₂ ISLAND

Live: 6¹/₄" x 8³/₈"



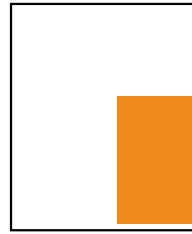
¹/₂ HORIZONTAL

Live: 9¹/₂" x 5³/₄"



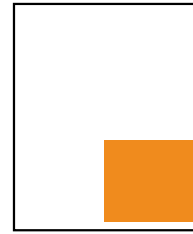
¹/₂ VERTICAL

Live: 4⁵/₈" x 11⁵/₈"



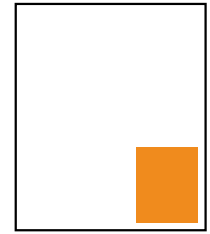
¹/₃ VERTICAL

Live: 4⁵/₈" x 7³/₄"



¹/₃ SQUARE

Live: 6¹/₄" x 5³/₄"



¹/₄ VERTICAL

Live: 4⁵/₈" x 5³/₄"

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